



Housing is important to making downtown an active and thriving place, particularly after normal business hours. As depicted in the CED Development Program, this plan calls for significant investment in downtown housing over the next 10 years. The adjacent images provide examples of potential multi-family housing, appropriate for this area of downtown.



Tier 4. Redefine Commons Mall and Commons Mall Parking south of Fourth Street between Lindsay and Brown Streets

Redefining this two-block retail site to include additional dining, entertainment, and lifestyle retail complimenting current offerings is critical to securing development momentum. With the exception of Sears, much of the retail space in this mall is vacant and those merchants still in the mall are struggling to maintain market share. This property also includes the Commons, a recognized community assembly space, two active movie theaters (Yes Cinema and Commons Cinema), and a new restaurant (Bistro 310), all of which would be enhanced by additional development within the Mall.

Concurrent with the redefinition of the Commons Mall, mixed use development on the southern segment of the Commons Mall Parking Lot will further activate downtown and complement the first tiers development of the northern segment of this block.

Project Phasing

The CED Development Program will be implemented in four tiers over a ten year period. The strongest market opportunities and critical market building projects have been incorporated into the first tiers. Quickly defining and activating the CED as the preferred entertainment destination in the region is goal of this phasing strategy. This includes attracting new venues and reinforcing the current inventory of venues. Consideration has been given to maintaining and improving parking facilities as an integral part of the each tier.

Tier 1. Immediate (1-3 years)

The projects that would create the highest and quickest return on immediate private- and public-sector investments and serve as an important catalyst for future development include:

- 1) Hotel - A 120-room hotel with 10,000 square feet of meeting space. This facility will be a pivotal link between Mill Race Park, Downtown offices, and the Columbus Entertainment District. This hotel will serve as a home base for amateur sports, business, and tourism visitors, offering them easy access to Downtown destinations.
- 2) Dining - 1-2 theme restaurants adjacent to the hotel as catalyst projects for expanding the dining options in Downtown.
- 3) Parking - In order to provide parking for this tier's venues and to create capacity for the future, replace the existing City surface lot with a multi-level parking garage for 370 cars. This garage will serve both Downtown customers and employees. About 15 to 20% of the spaces could be leased to surrounding employers to generate revenue for operating cost and retiring debt.
- 4) Commercial - Up to 15,000 square feet of new commercial on the first floor of the parking garage should front Fourth Street. Leasing for this space should target restaurants with unique menus or atmosphere, clubs or pubs that offer a mix of live music, food, and drink, and possibly a mid-market restaurant frequently requested in the community survey.
- 5) Mall Enhancements - Initiate an interim improvement programs for the Commons Mall as part of the "Benches & Banners" program. The goal is to activate the Fourth and Washington Street frontages. Specifically this should include signage that increases the visibility of key tenants

CED Development Program										
Scenarios		Commercial sf*	Adult Education sf	Arts & Culture sf	Residential sf	Residential Units	Hotel sf	Hotel Keys	Office sf	Parking Garage Spaces
Tier 1										
CM Parking Lot North		10,000					75,000	120		
Commons Mall			10,000 a							
City Parking Lot		15,000								370 d
Washington Street		1,500 b			1,000 b	5				
Tier 2										
Sports Complex		Multiple playing fields for a variety of sports with support facilities such as concessions and stands.								
Washington Street		2,500 b			10,000 b	5				
Tier 3										
Post Office		30,000			95,000	60				120 e
Washington Street		1,500 b			10,000 b	5				
Tier 4										
CM Parking Lot South		15,000			48,000	24				240 d
Commons Mall	C1	100,000		120,000					40,000	
Commons Mall	C2	100,000	70,000 a	40,000 c					40,000	
Washington Street		1,500 b			10,000 b	5				
Total	C1	177,000	10,000	120,000	174,000	104	75,000	120	40,000	730
Total	C2	177,000	80,000	40,000	174,000	104	75,000	120	40,000	730
Notes:										
* Commercial includes restaurants, clubs, and retail.										
a Scenario C1 keeps small satellite Adult Education and C2 expands part of the redefined eastern Commons Mall block.										
b Ongoing reinforcement program targeting ground floor retail and loft style conversions.										
c Scenario C2 retains the Commons as part of the redefinition of the eastern Commons Mall block.										
d Development of new parking structure supplements surface parking spaces lost due to development.										
e Parking provided under building.										
CM = Commons Mall										
sf = square feet										

Ongoing Development and Redefinition

The blocks surrounding the Fourth and Washington intersection include a diverse range of dining, entertainment, and retail establishments. Reinforcement programs are critical to generating an atmosphere of "fun and food at Fourth and Washington Streets". The retail and entertainment opportunity in this area will be increased by the addition of commercial space on the northern and eastern fronts of the Commons Mall. Reinforcement activities should be focused on supporting existing retail, encouraging the transition of first floor space from service to retail where possible, and the introduction of quality housing in underutilized upper floors.

- (theater and restaurant) and façade animation (temporary art installation, lighting display).
- 6) Adult Education - Open a satellite campus for adult education programs in the downtown that utilizes 5,000 to 10,000 square feet for classrooms. Adult education, including advanced degree programs, should be accessible to Downtown employees as well as other segments of the community. Long-term planning should be done to determine scope and location for permanent adult education facilities.



Tier 2. Short-Term (3-5 years)

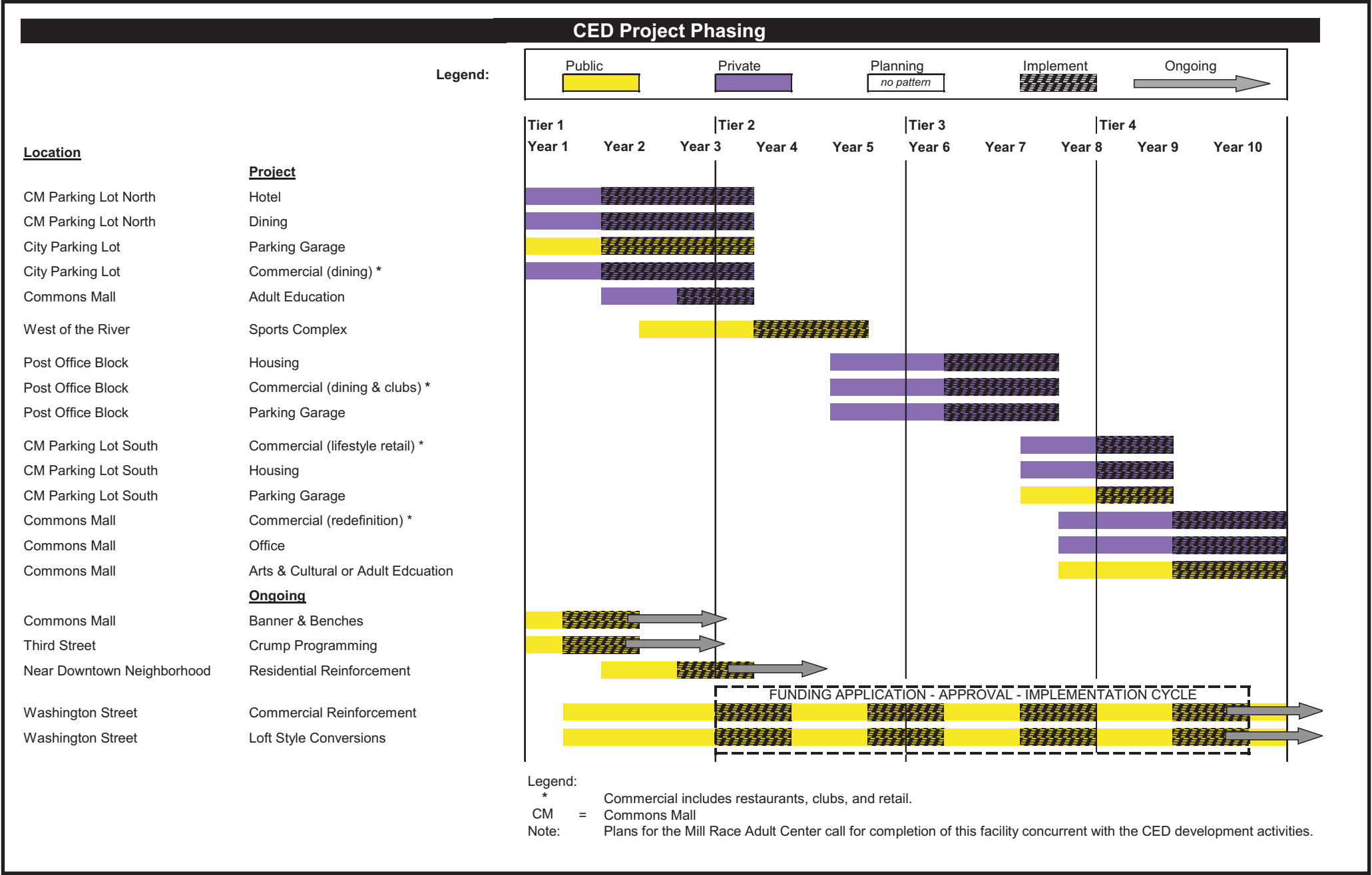
Securing a segment of Columbus' growing amateur sports events calendar as element in the overall strategy for activating Downtown will require the planning and development of an amateur sports complex coordinated with the Greenbelt and proposed riverfront development. These facilities will be located on the west side of the Flat Rock River. Their implementation of the complex should be closely coordinated with the opening of tier one's hospitality projects.

- 1) Playing Field - Develop a variety of playing fields serving amateur sports. The City of Columbus has hosted both soccer and softball tournaments recently. Further consideration should be given to selecting sports that will position the City well in securing tournaments in the future.
- 2) Gateway Connection Coordinate the development of these sports venues with existing improvements, endeavoring to enhance the gateway statement. Reinforce the connection with Downtown with well developed connections to the People Trail, SR46, and the city transit system.
- 3) Mall Enhancements - Interim improvements to the Commons Mall should continue.

Tier 3. Mid-Term (5-8 years)

Implementing tier 3 projects will initiate new Downtown housing offerings and increase entertainment venues including restaurants, clubs, and boutique retail for visitors and residents within the CED.

- 1) Housing - The current post office should be demolished and a new mixed-use development should be built on that block. The space should include a minimum of 60 or more housing units, either townhouses or flats, in two- to three-story buildings. These units should be designed to reinforce Fifth Street's architectural heritage. Parking for the housing should be provided on site.
- 2) Commercial development on the Post Office Block - Up to 30,000 square feet of new commercial space at street level along Fourth Street. Emphasis should be placed on attracting lifestyle or boutique retail that would be of interest to Columbus residents as well as hotel guests visiting the CED.
- 3) Mall Enhancements - Interim improvements to the Commons Mall should continue.



Local and regional artists are important to creating an entertainment district that is fun and visually and mentally stimulating. As demonstrated in the adjacent images, public art is utilized by many communities to make streetscapes and spaces more interesting and inviting.



Henry Moore's "large arch" in the Bartholomew County Public Library is an icon and important landmark that people use to identify and relate to a key public space.





Well defined and programed spaces attract people and encourage them to linger beyond normal business hours. The Columbus Entertainment District should include places, and spaces for people to gather, be entertained and encouraged to stay.



Downtown Columbus is on the cusp of becoming an active and exciting place to live, work, shop and play. The history and architecture of Washington Street are important to downtown's success as a regional Center.

Tier 4. Long-Term (8-10 years)

In order to redefine the Commons Mall property and to establish housing as a key component of the downtown, thus creating a resident customer base for the CED and other Downtown establishments, this tier includes two scenarios, reflecting the range of possible uses contemplated at the time of this report for a pivotal 2-block parcel in Downtown.

Shared elements for both Scenarios

- 1) Commercial - Edge the Washington Street and Fourth Street fronts of the eastern Commons Mall block with new commercial space for shops, restaurants, coffee shops, and gift shops. This approach will activate both block faces along each of these streets, an important feature of successful urban commercial streets.
- 2) Commercial - Reconfigure the western Commons Mall block to better support retail. Retail should include small or big box retail to the south (e.g. Sears). Smaller shops, restaurants, and pubs should be located along the northern Fourth Street frontage.
- 3) Commercial - Activate the gathering space at the terminus of the west end of Fourth Street and the edge of Brown Street to the south with up to 15,000 square feet of commercial, focusing on lifestyle retail that will appeal to visitors and residents.
- 4) Office - Office space can be located above the proposed uses for this block. This will provide competitive class-A space for new businesses and a place for existing or expanding Washington Street businesses to relocate. It also provides an option for relocating ground floor service businesses along Washington Street.
- 5) Housing - Integrate up to 24 new housing units with new commercial development along Brown Street and the gathering space at the terminus of the west end of Fourth Street.
- 6) Parking - In order to provide parking for this tier's venues and to create capacity for the future, replace the existing Commons Mall surface lot by building a multi-level parking garage for 240 cars. This garage will serve both Downtown customers and employees. About 15 to 20% of the spaces could be leased to employers in the new office building on the west Commons Mall block to generate revenue for operating cost and retiring debt.
- 7) Streets - Re-open Jackson Street to provide more direct access to the heart of Downtown for motorists and pedestrians. The goal is to improve wayfinding by providing another clear access point (as perceived from the Second and Jackson Street intersection) and directing visitors to "available" public parking.

Unique elements of Scenario 1

- Performance Space - Redefine the eastern Commons Mall block as an arts and cultural center providing a performance space for community arts activities such as the Columbus Indiana Philharmonic, live theater, receptions space, and exhibit space. Avoid the "dead walled concert hall" by stipulating that northern and eastern edge of this block should be allocated to street oriented small shops and small dining establishments. The goal is to bring community-supported arts patrons to downtown. The strategy, building on existing momentum and consolidate a variety of successful community arts programs in the heart of Columbus and the region. This will strategically place selected organizations on a site with a strong arts, culture, and heritage tradition.

Unique elements of Scenario 2

- Adult Education - Redefine the eastern Commons Mall block as a home of a Downtown adult education center. This facility could be a branch campus for institutions such as IUPUC and Ivy Tech. Dead edges should also be avoided with this use by introducing commercial space for shops and restaurants along the both the Fourth and Washington Streets.

Ongoing

- Benches & Banners Program - Public investment is required to create an active and vital street environment that compliments private CED investment. This should include a graphics program using banners or other promotional signage to clearly define the Columbus Entertainment District and its activities. Provide ample outdoor seating, expanding the gathering space to the street as well as the clubs and

restaurants along Fourth Street. Outdoor dining should be encouraged.

- Neighborhood Reinforcement - Organizing, planning, and funding initiatives oriented towards reinforcing existing near Downtown residential neighborhoods should parallel the CED development. A pilot neighborhood with adequate funding for basic governance organizing and planning should be identified.
- Washington Street Reinforcement - Stabilize and incrementally expand the inventory of retail businesses in the 300 and 400 blocks of Washington Street. This includes identifying opportunities to facilitate relocation of ground floor service businesses to upper floors or other locations, creating a greater density of street-level retailers along these block faces.
- Crump Theater Expanded Calendar - Currently the Crump offers a unique mix of live entertainment events serving a youth-oriented demographic not generally found in Columbus. Support should be provided to expand the event calendar from 34 to 52 events per year, with additional growth in subsequent years. Its audience should be expanded to include a wider range of patrons interested in live, popular music performances.
- Downtown Development Advocate - Implementing the initial work program for the downtown strategic development plan is a full time job. In addition to attracting and securing development in Downtown, an advocate should be charged with promotional activities (i.e. special events, advertising, beautification) and facilitating collaborative relationships with Downtown partners (i.e. Heritage Fund, City Park's events program, and property owners).



The Downtown Columbus Strategic Development Plan proposes a development strategy to restore Downtown Columbus as a regional destination. The strategy includes animating downtown with both physical and programmatic developments to encourage people to live and spend their leisure time in the heart of the community. Programmatic developments include strengthening key attractors, like amateur sports, while physical developments include buildings like hotels, restaurants and complexes necessary to host amateur sporting events and other proposed economic generators.

Incorporation of community input and local creativity will give downtown the edge needed to compete for regional investment dollars. Combining development with local flare will also give Columbus the uniqueness and character demanded by its citizens and leaders.

